

ECONOMIC SECURITY & INFORMATIONAL - ANALYTICAL SUPPORT AND COMPETITIVE INTELLIGENCE: THEORETICAL & METHODOLOGICAL ASPECTS

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Analysis and forecast is based on reliable information in a timely manner, helping to make the right decisions without unnecessary risks and errors in the work. Who owns the information, destined for success and luck, in case of skillful use. Recall the phrase - "Who owns the information, he owns the world."

"Gathering information on competitors and their firms, and also attempts to protect privacy, it is a never-ending battle field. Businessman, I'm sure that is protected from odors assassination attempt against their economic and financial security and this confidence sums them. Business people who think they do not need information about competitors and staff secretly employees, extreme losses and unused opportunities and achieve great success ...".

What should be meant by the term "Information operations of the intelligence"?

Firstly, this term includes two concepts: "information" and "operations of the intelligence." As for "information", this term has a different formulation, but the essence of it from the same. Thus, under current economic dictionaries, "information" (from the Latin. INFORMATIO - Notify) - "1) any report on something 2) reports data, the value of economic indicators which are the subject storage, processing, transfer and use in the analysis of the workings and economic decisions in management; 3) One of the types of resources used in the economic process, which requires getting effort and other resources, and therefore these costs are included in follow damages production and circulation, and 4) is one of three fundamental substance (matter, energy, information) that is the essence of outlook and covers shall any product activity thoughtful, first of all - knowledge, the images".

Dictionary of Foreign Words interprets the term "information" as "notice about state of affairs or activities of someone report about something".

According to "Encyclopedia of Espionage", the term "information (open source)", it's "messages that are collected with an open, publicly available information sources such as newspapers, magazines, radio and television". A "information extracted by the intelligence" is - "Information you need for work and decision making major political leaders of the state. One of the requirements to this information is possibility, on its basis to predict and anticipate developments. Therefore, special attention is paid to the detection of signs that had just occurred, events and harbinger of what could happen. ".

Given the above examples, can make a conclusion that the term "information the intelligence" should understand the process, which resulted in gain facts converted into the final product of intelligence activities reported the supervision for excavation and appropriate action.

In connection with the fact that we are interested in financial and economic security of subjects of economic activity and extraction economic information, is information about the processes of production, distribution, exchange and needs of wealth that occur on the macroeconomic and microeconomic level, proposes to consider Financial and Economic Security through information and analytical support and work of competitive intelligence.

Typically, economic information is divided into forecasting and analytical, statistical reporting, planning, production and technical, commercial, financial, social, scientific and management. Informational - analytical methods of processing this information is very important and used by firms for regular production, analysis, storage and forecast of financial and economic its security, and further on the market. In this connection, the need to have full information about the competitors, partners, customers, their material and financial resources, commodity markets and equity markets, investment opportunities.

This problem is solved the economic security service of the company, oriented on intelligence activities, and specifically – the competitive intelligence. Modernity has to bring an understanding of the role of information-analytical component of management, i.e. a set of principles, methods, techniques and tools of production management and production personnel with a view to achieving the high efficiency, improvement of resource potential to provide managers current, specially oriented towards decision-making information. "Competitive intelligence provides data for strategic planning, investment, product development, marketing, sales process and any other activities in the business where you need to take decisions based on information about the external business environment ...".

Competitive intelligence is also called benchmarking (eng. bench mark - the beginning of the account) - «use of another's demand, the latest achievements of the best companies, departmental, team and individual specialists to increase the efficiency of work, production ,improvement of business processes, ...by the analysis of results and their use in personal activities»[2, p.43] but, this is one of the areas of intelligence, competitive intelligence. benchmarking is distributed on a competitive, where should we draw the appropriate comparison of its products and business processes with analogues of direct competitors; functional where it is necessary to compare the effectiveness of individual functions (logistics, personnel management) companies of the same industry, not necessarily direct competitors; general analysis and evaluation of best demand of companies that operate in other industries; internal, where a comparison is made of the effectiveness of the work of different units of the same organization and evaluation, implementation of best practices, business processes».

Except legally work practices, competitive intelligence and also conducts covert operations to collect economic and financial and internal corporate competitors statement, data about production, technical, legal and scientific information as well as information about marketing competitors, i.e. "On other commodities and services provided, securities, held with a measure stimulation of goods sales, and acceleration of exchange for improving meet the needs and profits ... ".

The main goals of competitive intelligence are:

- To receive the complete, accurate, reliable, timely and specific information and watch through their formal and operational capabilities on the situation in competitive and related environments that affect the interests of financial-economic development of the company;

- Collect complete and accurate information regarding the political, economic, legal, social and technological systems that could affect the competitive opportunities of the company;

- Identify ways in which the top competitors can inflict economic damage or cause other damage, including Lose profits, work on passing a competitor;

Achieving this goal is possible without breaking applicable law, by means of ethical and legal action.

As practice shows, the Corporation established a system of intelligence gathering about competitors, based entirely on open source: The data about sale and purchase of goods, treasury information, research and organizations inventive, related literature, professional associations, customers, and suppliers ice, local trade chamber, newspapers, annual reports, meeting Shareholders, investment banks, trading division, leading management officials, government publications, licensing agreements, and other trade association ".

As per estimates, Admiral Zacharias (Deputy Chief of Intelligence U.S. Navy) during World War 95% exploration information U.S. Navy obtained from open sources of information, 4% - with semi and only 1% - of the secret sources. And this is true units for business intelligence business entities ".

But, unfortunately, open sources of information may not always meet the needs and provide competitive advantage. In addition, the development of technological processes carried out too quickly, so open source information might not keep up. Therefore there is a need to conduct so-called industrial espionage.

The strategic goal of any firm is - increasing efficiency. It can be output to other markets, increase profits, saving material and financial resources, and more. Tactical goals for firms subject to strategically implemented gradually. One of the important tasks achieve this goal is to obtain reliable, effective, constant business partner. To do this, solve operational tasks - URGENT CHECK business goodwill, which means "to evaluate companies, enterprises, businessmen and THEIR subcontractors, contractors, users, views and opinions of partners to give firms that provide positive characteristics of its activities and take into account in terms of management," good name "of the firm.

Summing goals and objectives competitive intelligence must note the following:

- First - receipt or timeliness of detection, processing, analysis and forecasts relevant information and made available to the company's management,

- Secondly - information report what Guide should be of high quality and tested, that is, it must be balanced and reliable (reliable source of information is the same information), timely and important (significantly contribute to the economic development and finance companies), completeness and value (value concepts and correct information);

—Thirdly - area is competitive intelligence in the environment of the firm, that is the object of intelligence.

It includes:

—Marketing intermediaries (companies assisting firms in sales, distribution and sales promotion - resellers, Agency for marketing services, investment industries);

—Supplier (legal and natural persons providing the Company and its competitors material resources necessary for the production of specific goods or services provided);

—Clients (individuals who purchase goods or receive services provided, organizations receiving the goods and services provided to use the manufacture or resale for profit for themselves; government organizations that receive products and services provided for use in the provision of municipal services;

—Use in the provision of municipal services; foreign recipients (suppliers, intermediaries vendors and government organizations) goods and services provided;

—Competitors (from Lat. *concurriens* - emulous, person, group of persons, firms, enterprises, competing in the achievements of identical goals, desire to possess the same resources, the benefit, professional market position);

—Financial institutions (banks, investment companies, brokerage firms and stock exchanges, shareholders);

—Media (radio stations, television station, newspaper, magazines, internet);

—Local contact audience (local government, primary party organizations, local criminal groups).

The examples of goals that put in front of competitive intelligence and their achievements, perhaps when implementing the following tasks:

—Timely management information company about methods, tools and persons with intent to cause damages financial-economic activity of firms or have already done so,

—Prompt and timely detection of offenses competitors that may involve economic and financial interests of the company,

—Interaction with law enforcement, judicial and regulatory authorities to bring to justice and punish crimes committed by persons whose actions are unlawful touching does hurt the interests of company.

—Execution tasks above simultaneously help in the implementation of the following functions:

—Determine the reliability of business partners,

—Study of the negative and criminal aspects "shadow" economy and markets

—Provision of the relevant information about the firm preparation and negotiations with business - partners

—Identification of firms and companies engaged in manufacturing of defective products,

—Collect and analyze data on individuals who do not work on production but intend to crime, or preparing to commit against his staff or property company,

- Thorough check persons or concluding an agreement with the company,
- Verification of solvency and creditworthiness of business partners
- Collection and analysis of data on criminal cases against corporate and retail business partners,
- Study and identify possible individuals engaged in economic espionage against the company.

The examples of goals, objectives and functions of the system of competitive intelligence necessarily reflected in the regulation on intelligence units corporate intelligence.